

MEDIA KIT

4TH ANNUAL CENTRAL ASIAN 48 HOUR FILM RACE (48HFR)

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1. BACKGROUND

The annual [Central Asian 48-Hour Film Race \(48hfr\)](#) is a program that supports the growth and development of emerging filmmakers across Central Asia. Workshops, events, and the signature 48-hour film race itself inspire videographers and filmmakers at all levels of experience to learn, network, and create. First launched in 2016 by the U.S. Consulate General in Almaty, 48hfr continues to be supported and sponsored by the U.S. Diplomatic Mission to Kazakhstan, in collaboration with local organizers. 48hfr's signature event - the two-day film race - challenges participants to create a 4-minute movie, incorporating mandatory elements like a prop or a line of dialogue, in just 48 hours. Completed films are then screened in theatres across the region, and compete in a juried selection for prizes. In past years, films have also been screened at festivals and events such as Go Viral Festival, Eurasia International Film Festival, Baikonur Short Film Festival, Almaty Indie Film Festival, and the World Nomad Games.

Last year, 48hfr organized masterclasses with U.S. documentary directors Lara Stolman and Ryan Jones, Kazakhstani documentary director Kanat Beisekeyev, and U.S. low-budget film producer and director Lloyd Kaufman. For the race, completed films were required to include three props: 1) a needle and a thread, 2) an apple, and 3) a hat, as well as the phrase: "Do you speak English?"

WHO: Since 2018, the contest is open to the citizens of all five Central Asian countries. The program invites film-makers/videographers of all abilities – from novice to professional. Registered participants not only get to join in the 48 hour film race (April 6-7), they also gain access to a series of networking and skill-building opportunities throughout the year. More information is [online](#).

The organizers/partners of the program are Andrey Manuylov (producer and journalist) and Nariman Abiyev (producer and screenwriter).

WHY: The program is aimed to support the development of emerging filmmakers from across Central Asia through networking and training opportunities.

HOW: [Online registration](#) is opened until April 4. Participants enroll their teams on the 48hfr website (www.48HourFilmRace.com). On April, 6, they receive the task and required prop/dialogue/character elements for this year's Race. Within 48 hours, each team has to create and submit their 4-minute movie.

Completed films that meet the entry requirements are reviewed by an initial jury, which selects a shortlist of finalists. The shortlist films will be featured at a gala event in Almaty, where a gala jury will watch top-listed films and choose the final winners.

2. QUICK STATS

- 2017 – 1200 registered participants; 320 film entries. Registration open to Kazakhstani citizens only.
- 2018 – 48hfr opens registration to all five Central Asian countries. More than 1500 registered participants and 334 film entries.
- 2018 - screenings in 6 cities across Kazakhstan and in Bishkek, Go Viral Festival, Eurasia International Film Festival, Baikonur Short Film Festival, Almaty Indie Film Festival, and the World Nomad Games.

3. WHO'S WHO - BIOS THAT MATTER

- *U.S. Consul General Eric Meyer* – a career Foreign Service Officer with the U.S. Department of State, assumed the position of U.S. Consul General in Almaty, Kazakhstan in September 2018. Previously, Eric served as Special Assistant and Senior Advisor in the Bureau of South and Central Asian Affairs. Prior to joining the U.S. Department of State, Eric worked in corporate sales and government relations in the airline industry. He speaks Danish, French, Khmer, Russian, and Spanish. A complete bio can be found [here](#).
- *Patrick DiRenna* – President and founder of Digital Film Academy in New York (DFA-NYC), partner of 48 Hour Film Race 2019. Since its inception in 2001, the DFA-NYC has trained over 2000 students in the craft of digital filmmaking. Previously Mr. DiRenna founded and directed of the Shakespeare Street Theater in Chicago.
- *Nariman Abiyev* – organizer of 48 Hour Film Race, producer and screenwriter. Previously worked as a leading promotion specialist for Disney Sony films screening.

- *Andrey Manuylov* – organizer of 48 Hour Film Race, producer and journalist. Previously worked as a PR Head of Chaplin Cinema.
- *Carly Van Orman* – Assistant Public Affairs Officer at U.S. Consulate General Almaty, responsible for Cultural Affairs, sharing U.S. culture with Kazakhstan and building bridges linking U.S. and Kazakhstani creators together. Previously worked as an actor and a musical theatre performer.
- *Banu Burina* – Is the Cultural Affairs Assistant at U.S. Consulate General Almaty.

4. PRIZES AND SPONSORS

- 48 Hour Film Race is a project sponsored and supported by the [U.S. Diplomatic Mission to Kazakhstan](#).
- For the first time, Digital Film Academy in New York (DFA-NYC) is sponsoring the grand prize opportunity for three winning participants to receive an all-expense paid, one-week film-school experience at the Academy in New York City. Digital Film Academy Founder Patrick DiRenna also delivered free workshops for the 48hr network in Almaty, Astana, and Bishkek.
- Salem Social Media will donate KZT 1 million.

5. 2019 TIMELINE AND EVENTS (AND MEDIA OPPORTUNITIES)

- **February 14 - April 4** - [Online registration](#) remains open to citizens from any of the Central Asian countries.
- **March 11** – Workshop by one of the most successful cameramen of Kazakhstani film industry Azamat Dulatov. Online streaming is available on project's [YouTube channel](#).
- **March 16** – Almaty Meetup by 48HFR partners to provide participants opportunity to ask questions and meet with each other. Participants from other cities can volunteer to organize events themselves.
- **March 18** – Workshop by sound designer, sound producer Ilya Korobeynikov in Almaty. Online streaming is available on project's [YouTube channel](#).
- **March 20** – Tashkent Meetup by 48HFR partners to provide participants opportunity to ask questions and meet with each other. Meeting is supported by Uzbekistani Citrus Team studio – participants of 48 Hour Film Race 2018, whose [work](#) was included in TOP-48 films.

- **April 1** – Workshop by well-established film director, author of commercially successful projects Askar Uzabayev in Almaty. Online streaming will be available on project's [YouTube channel](#). The event is open for media (accreditation required at info@48hourfilmrace.com).
- **April 6-7** – Start of “The Race” - the 48-hour countdown begins for film-makers/videographers to make the winning submission for one of the three top prizes! Registered participants receive notification of the Race start with the list of criteria (a combination of objects and phrases) that must be included in film entries to be considered. Participants have 48 hours to create and submit a 4-minute movie meeting the requirements.
- **April-mid May** – All film entries that meet requirements are screened in different cities of Central Asia in movie theatres.
- **June 5** – Gala screening in Almaty – screening of the top-juried selection entries to a wide audience and special guests. The event is open for media (accreditation required at info@48hourfilmrace.com, medialmaty@state.gov).

6. FOLLOW US! ONLINE AND SOCIAL

- [Website](#): www.48HourFilmRace.com
- [Facebook](#): 48HFR
- [Instagram](#): @48hfr
- [YouTube channel](#): СНЯТЬ за 48 часов / 48 HOUR FILM RACE
- Hashtags: #48hfr #48hfr2019
- [Photos](#) - 48HFR 2019 launch event

7. CURRENT PRESS COVERAGE

[Almaty TV](#) (evening news) – 02/15/2019

[Channel 31](#) (evening news) – 02/14/2019

[NTK Channel](#) (evening news) – 02/14/2019

[WeProject](#): News on February 14: Open Day at the NU Business School and the "Remove 48 Hours" contest

[Vecher.kz](#): The film contest “48 Hour Film Race” started in Almaty

[Total.kz](#): 48 Hour Film Race started in Almaty

[Kazinform](#): 48 Hour Film Race started in Almaty

[Vlast.kz](#): 48 Hour Film Race contest starts

[Informburo](#): The contest of 4-minute films announced in Almaty. The winner will get 1 million tenge

[Kz.Utro.news](#): The contest of 4-minute films announced in Almaty. The winner will get 1 million tenge

[Kazinform](#): Review of the most important events in Kazakhstan on February 13

[Buro247.kz](#): Kazakhstan will again host the “48 Hour Film Race”

[Brod.kz](#): 48 Hour Film Race call for application is open

[Style of Eurasia](#): The U.S. Embassy & Consulate in Kazakhstan is pleased to announce the launch of the fourth annual short film contest «48 Hour Film Race»

[The Village Kazakhstan](#): New stage of 48 Hour Film Race starts in Almaty

[7news.kz](#): 48 Hour Film Race contest starts

8. PAST PRESS COVERAGE

[Kazinform](#): “Winners of 48 Hour Film Race announced”

[Informburo](#): “Winners of 48 Hour Film Race announced in Almaty”

[NTK TV Channel](#): “What you can create in 48 hours?”

[Kaktus Media](#): “Kyrgyzstan became the best in 3 nominations in international short films competition”

[Astana Times](#): “Filmmakers from Central Asia to participate in 48 Hour Film Race”

[Informburo](#): “1300 teams applied for 48 Hour Film Race”

For additional information, interviews, and other press related issues please contact: Assel Abdrakhan by email AbdrakhanA@state.gov or mobile/WhatsApp +7-777-005-44-30 or Jennifer Green by email GreenJ2@state.gov or mobile/WhatsApp +7-771-228-22-18.